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ANNUAL SURVEY
JUNE 2025

MONTENEGRO

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METHODOLOGY

Quantitative survey targeting the general population in **Montenegro** aged 15+ and living in the country

1005 respondents randomly selected through a two-stage stratified sampling design with cities/towns/settlements as Primary Sampling Units (PSUs) & individuals as Secondary Sampling Units (SSUs)

Face to face interviews (field work) conducted in **May 2025** and covering the following topics:

- Information, awareness and perceptions of the EU
- EU relations with Montenegro and awareness of EU's financial support
- Agreement on common narratives
- Public perceptions of the EU accession: support, expectations and concerns
- Institutional trust and national challenges
- Source of news and information

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Regional Strategic Communication Programme
for the Western Balkans

AWARENESS AND PERCEPTIONS OF THE EU

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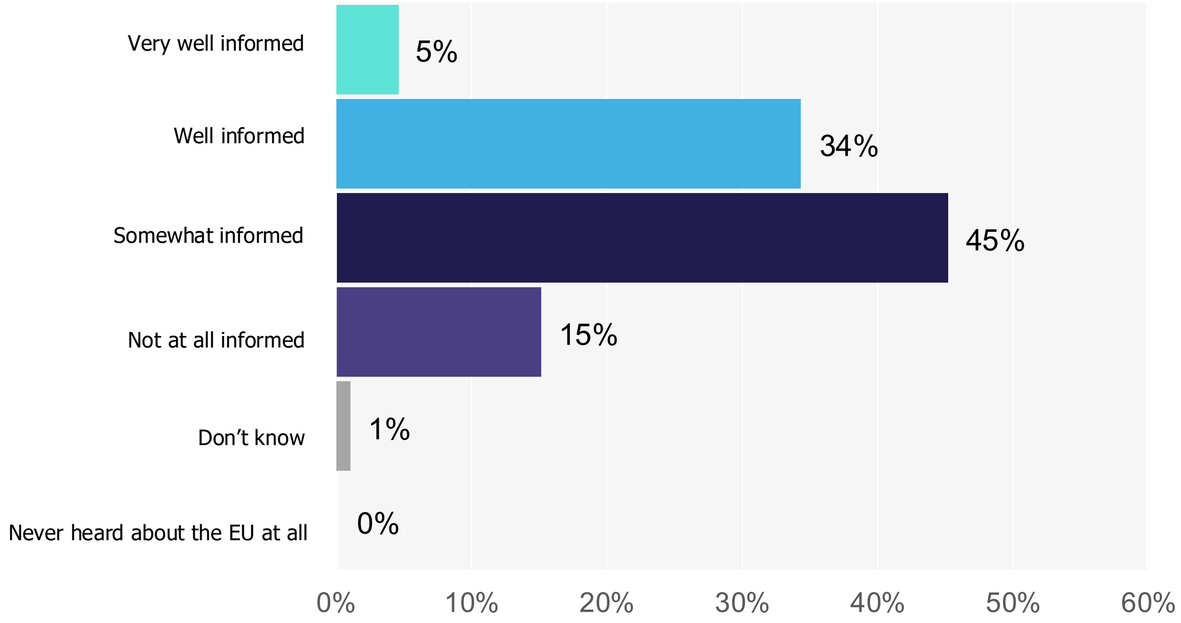
Awareness of the EU

To what extent are you informed about the European Union?



39%

of citizens say they are **well or very well informed** about the EU

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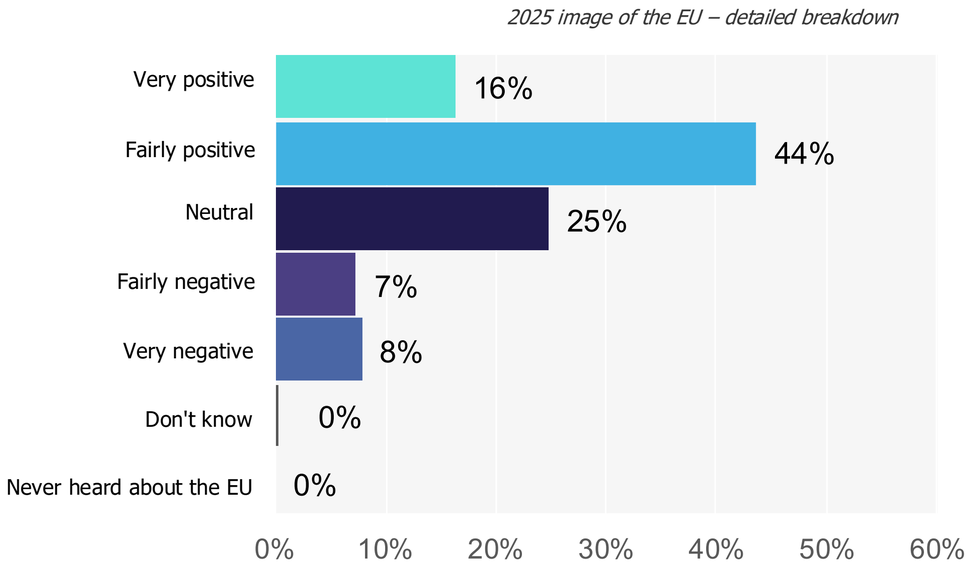
Image of the EU

Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?



60%

of citizens have a **positive image** of the EU

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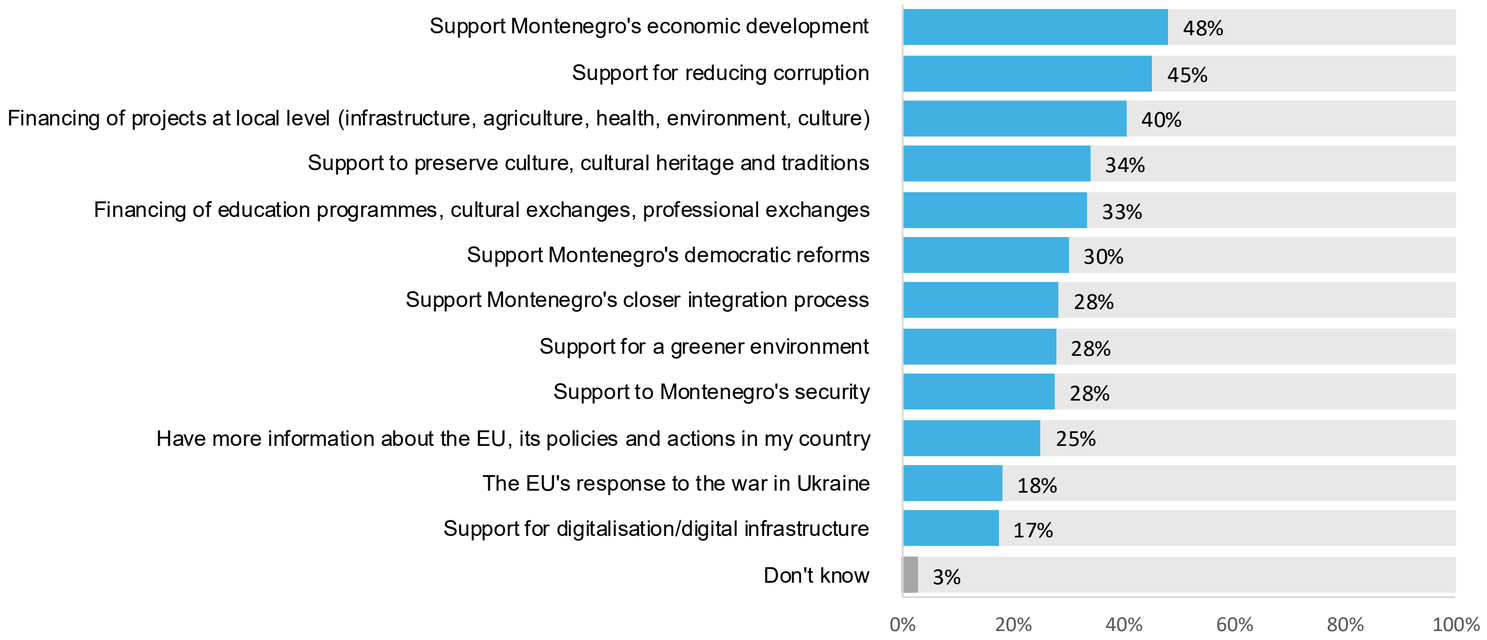
Image of the EU

In your opinion, which factors could make citizens of Montenegro more positively disposed towards the EU? And which is the most important?



The **most important factors** that have been more frequently indicated are the following:

1. Support to Montenegro's economic development (23%)
2. Financing of projects at local level (infrastructure, agriculture, health, environment, culture) (15%)
3. Support for reducing corruption (5%)

Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

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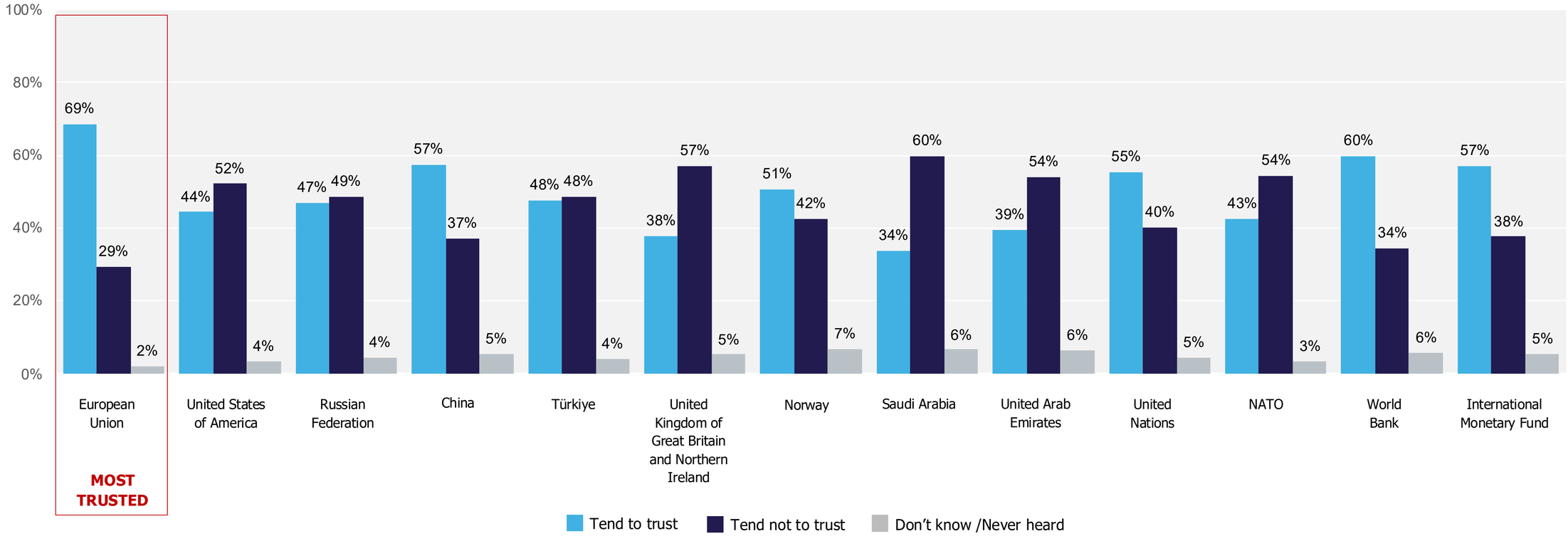
Trust towards the EU & other international institutions

I would like to ask you a question about how much trust you have in certain institutions/countries. For each of the following institutions/countries, please tell me if you tend to trust it or tend not to trust it.



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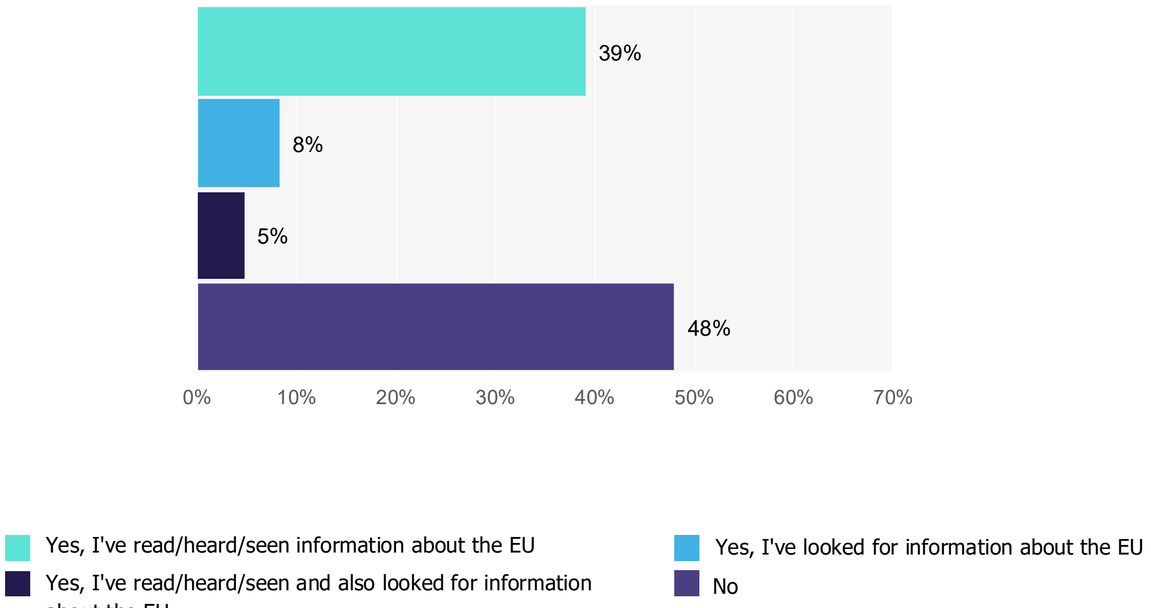
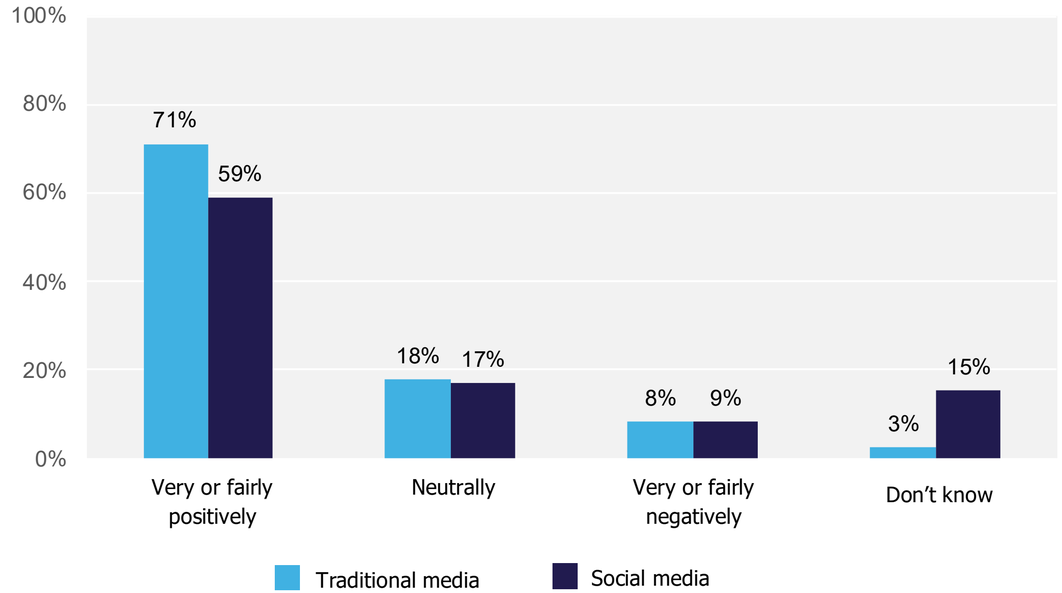
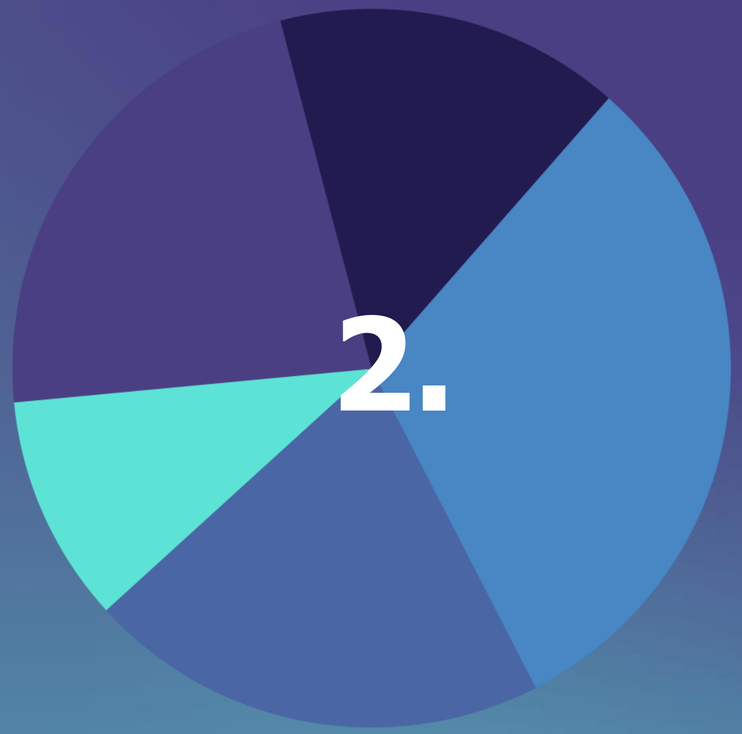
Information exposure and media tone

Have you read, seen or heard or looked for any information about the EU in the last three months?



In general, how would you say the EU was presented in traditional media (i.e., television, radio and or newspaper) and In social media?





EU RELATIONS WITH MONTENEGRO AND AWARENESS OF THE EU'S FINANCIAL SUPPORT

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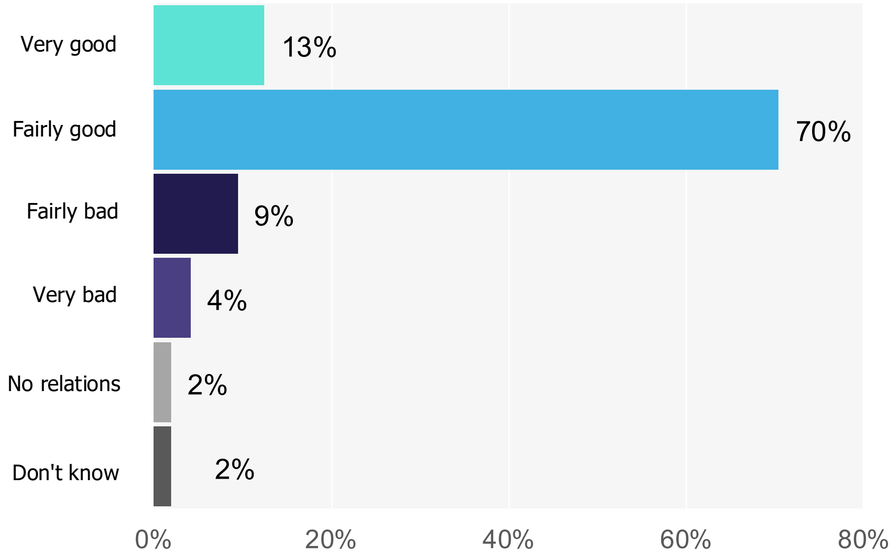
EU relations with Montenegro

In general, how would you describe the relations that the European Union has with Montenegro?
Would you describe them as very good, fairly good, fairly bad or very bad?



83%

of citizens believe Montenegro has good relations with the EU

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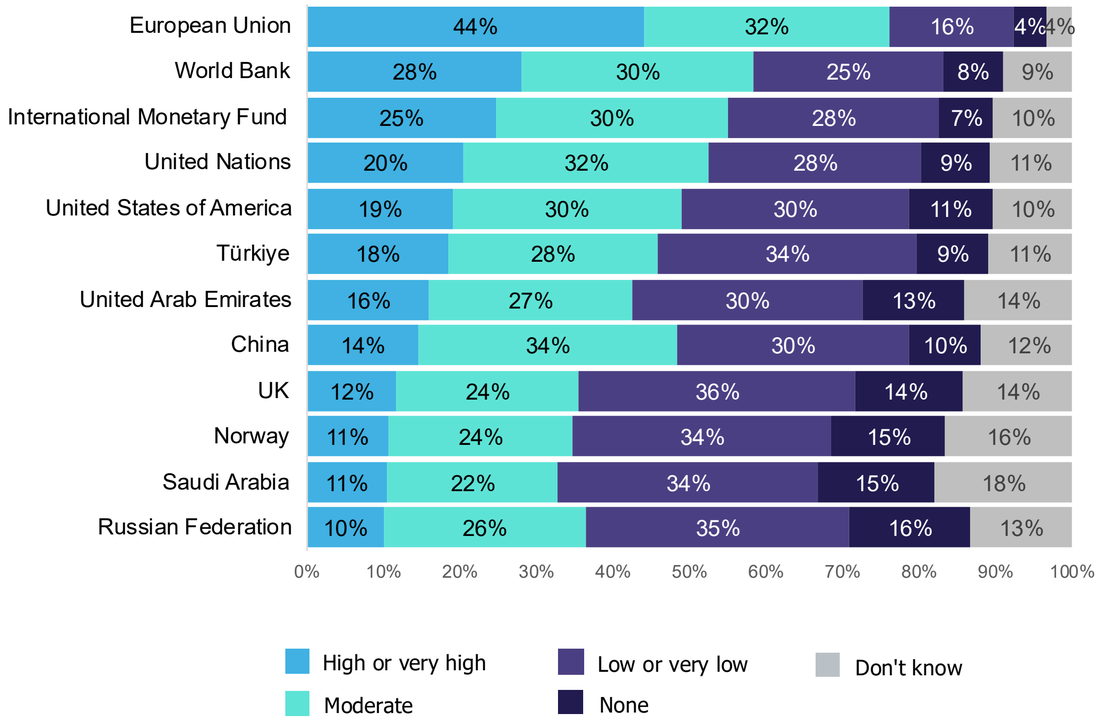
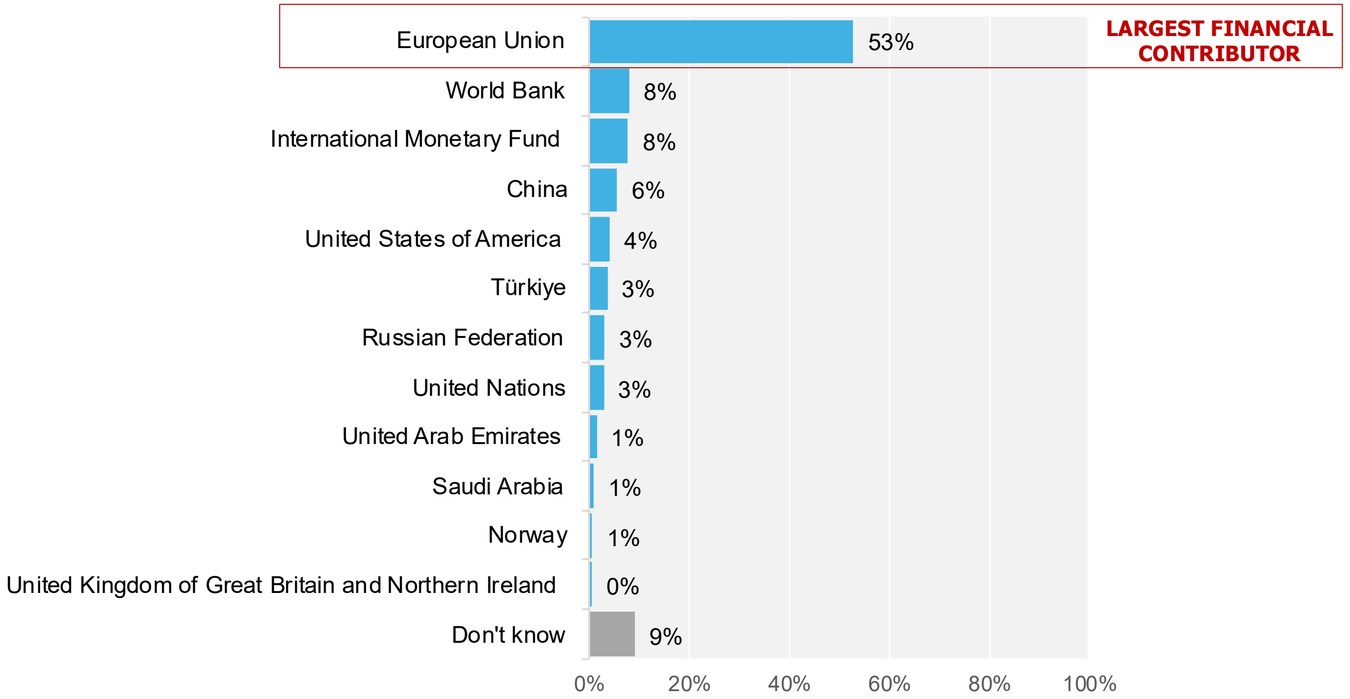
Perceptions of financial support to Montenegro from international actors

In your opinion, what is the level of financial support to Montenegro from each of the following?



Which of these do you believe is the largest financial contributor to Montenegro?



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EU's financial support

Please tell us in which areas the European Union provides Montenegro with financial support

8%

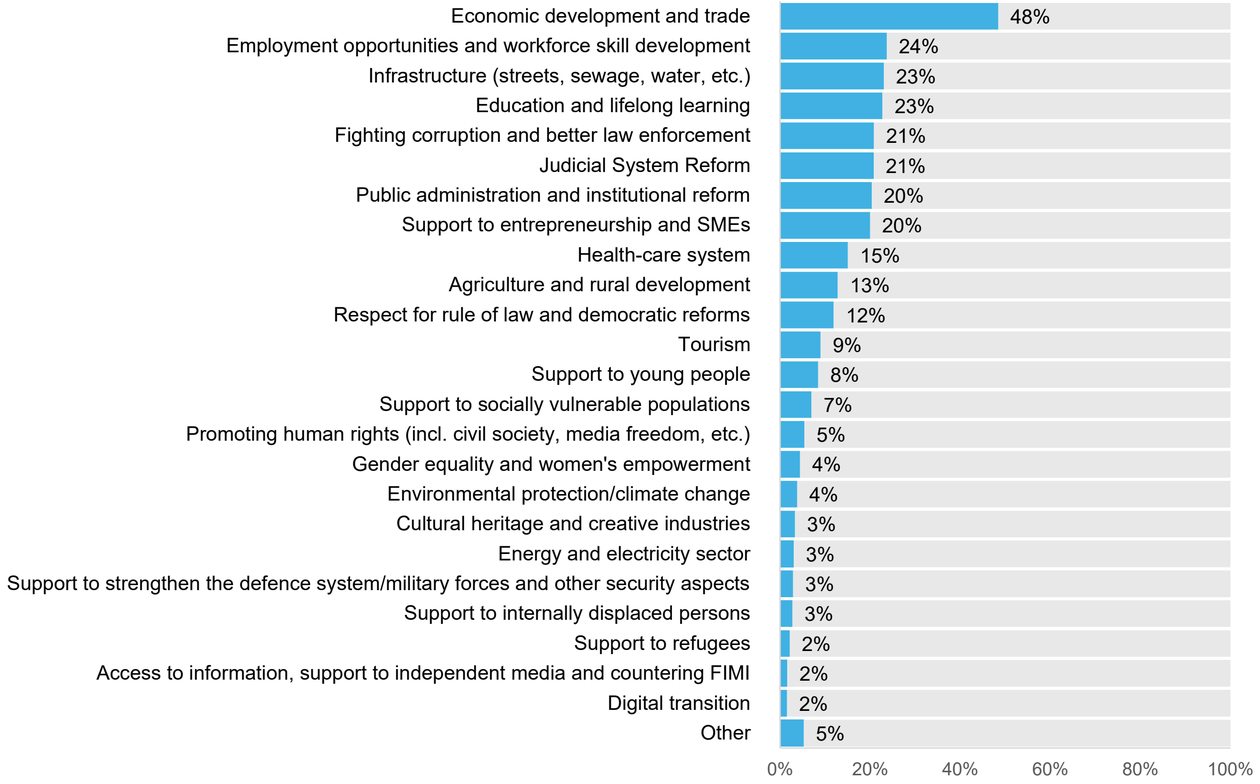
of citizens are either **not aware** of EU financial support (4%) or have **no opinion** (4%)

59%

perceive EU financial support as **effective** or **very effective**

EU's financial support

Please tell us in which areas you think the European Union should play a greater role in supporting Montenegro



Top priorities for EU support (respondents' first choice):

1. Economic development and trade (35%)
2. Public administration and institutional reform (14%)
3. Education and lifelong learning (7%) and Fighting corruption and better law enforcement (7%)

Respondents could select up to three areas. The bar chart shows total mention. The right-hand box highlights the single most important area.

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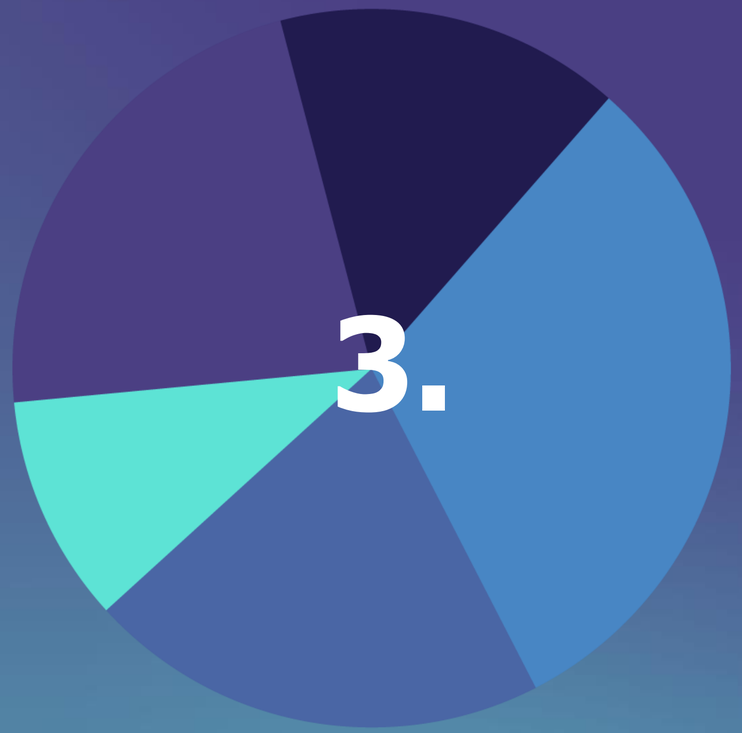
Regional Strategic Communication Programme
for the Western Balkans



PUBLIC PERCEPTIONS OF THE EU ACCESSION: SUPPORT, EXPECTATIONS AND CONCERNS

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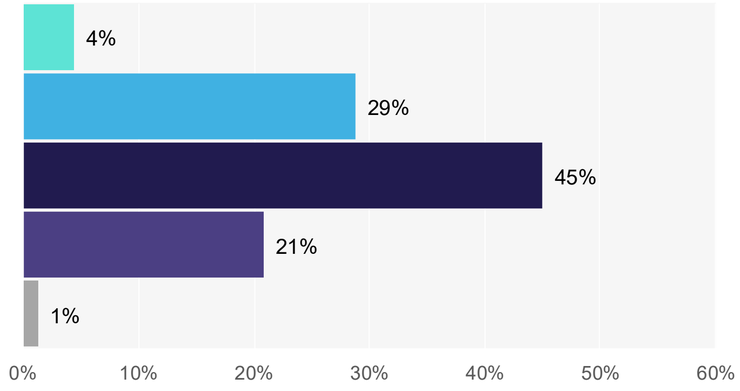
Perceived knowledge and support for EU accession

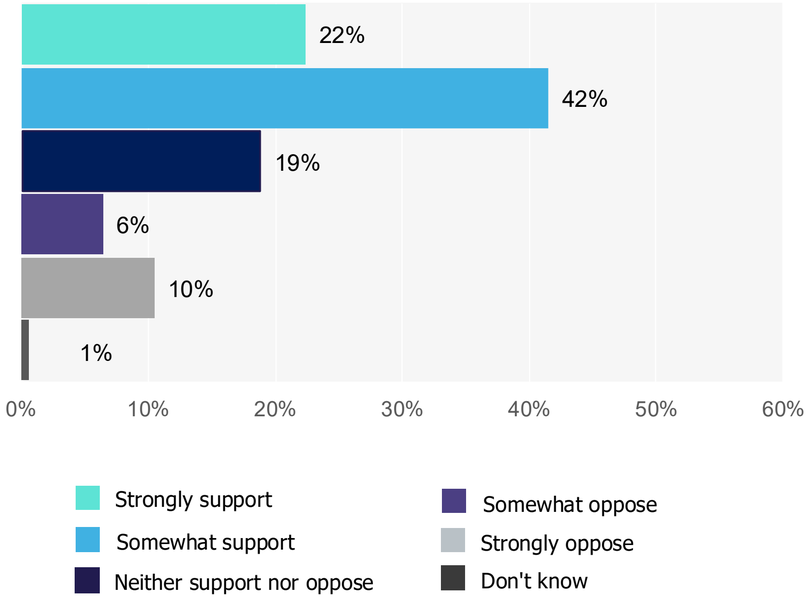
To what extent do you consider yourself well informed about Montenegro's process of integration into the EU ?



+4 percentage points

increase in the share of people who consider themselves well or very well informed **since 2024**

Overall, do you personally support or oppose Montenegro's accession to the EU?



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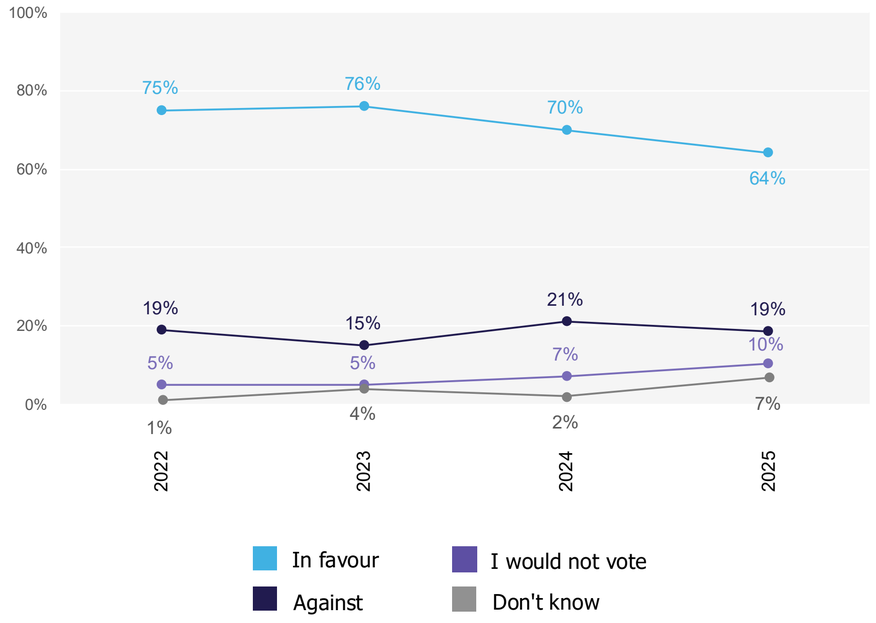
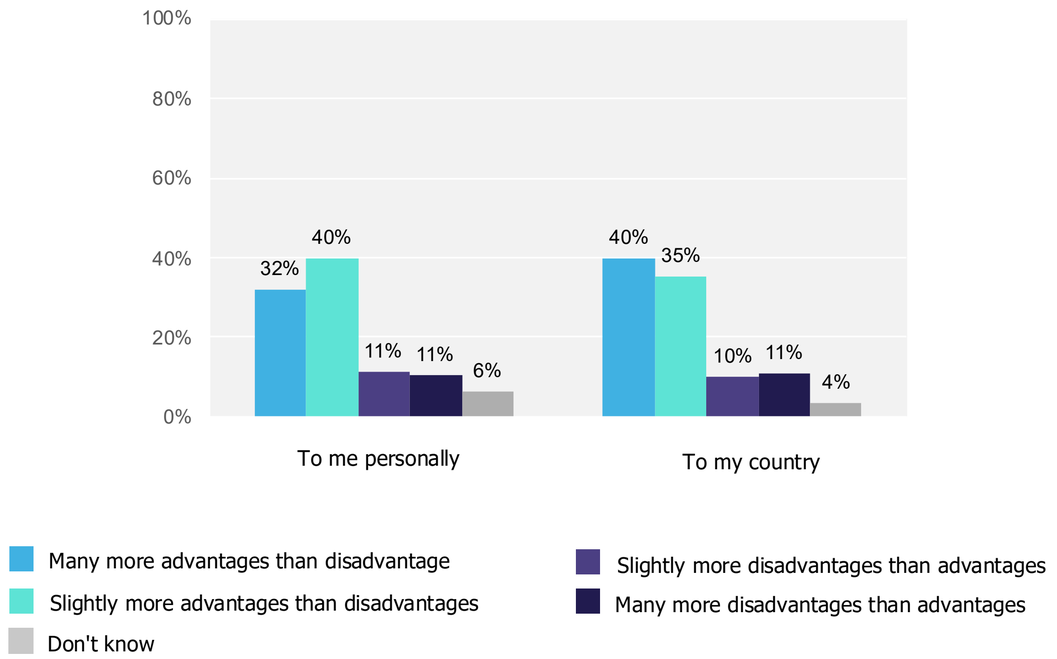
Perceptions of EU membership and referendum intentions

If a referendum about Montenegro's membership in the EU was held this week, how would you vote?



Would you say that becoming a member of the EU would bring more advantages or more disadvantages to you personally? And to Montenegro?



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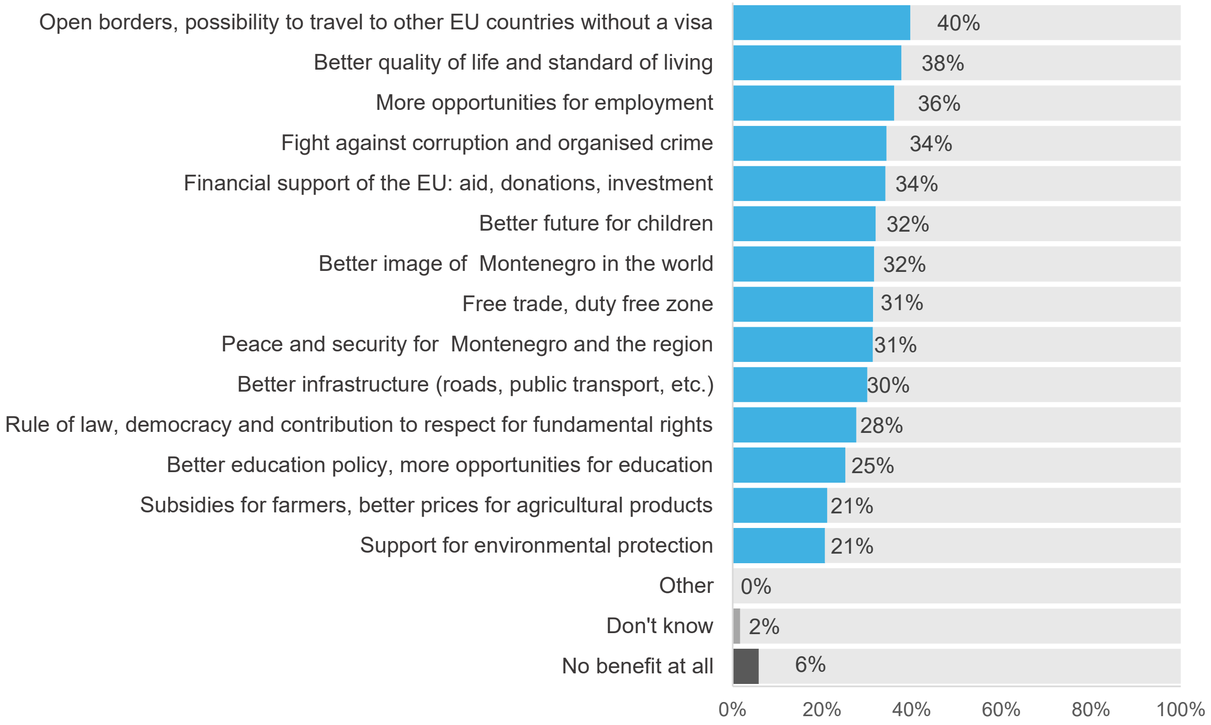
Perceived benefits of EU membership

What do you think would be the main benefits of Montenegro becoming a member of the EU?



Top perceived benefits of EU membership *(respondents' first-choice responses)*:

1. Open borders, possibility to travel to other EU countries without a visa (13%)
2. Better quality of life and standard of living (12%)
3. Fight against corruption and organised crime (10%)

Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

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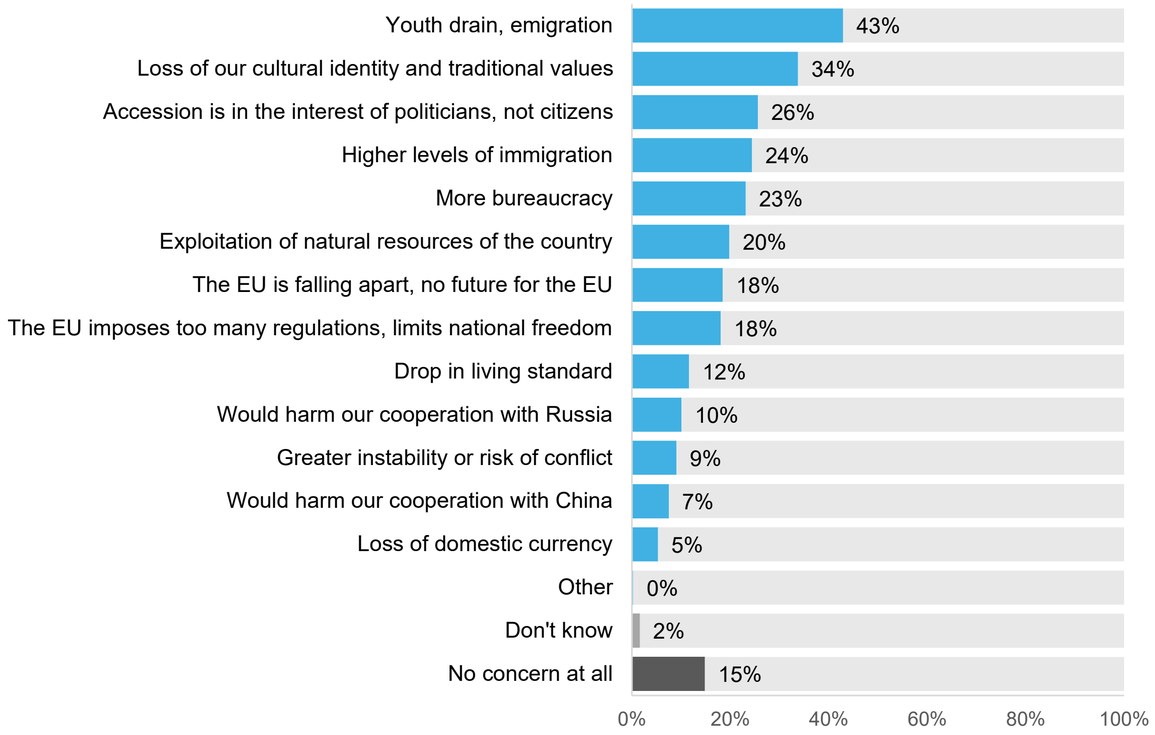
Perceived concerns of EU membership

What do you think would be the main concerns of Montenegro becoming a member of the EU?



Top perceived concerns of EU membership *(respondents' first-choice responses)*:

1. Youth drain, emigration (23%)
2. Loss of our cultural identity and traditional values (19%)
3. More bureaucracy (9%)

Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

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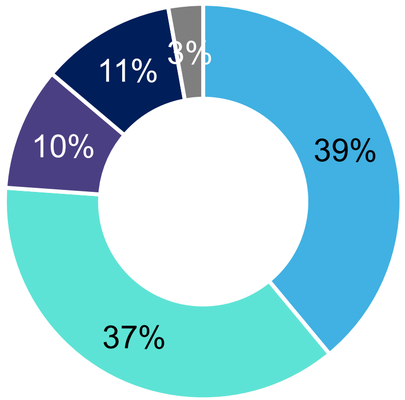
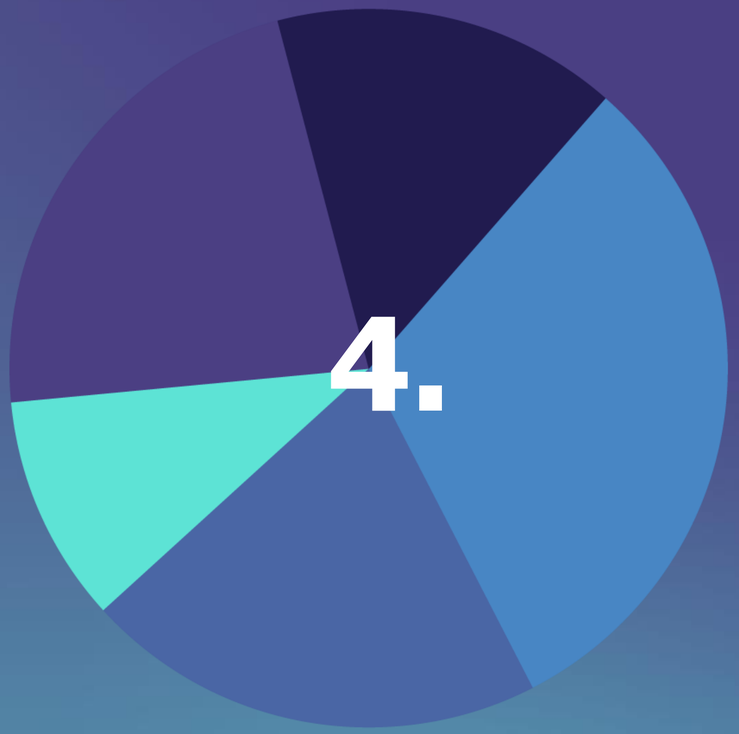
Perceived timeline and barriers to EU accession

When do you personally think Montenegro will fulfil the accession criteria and become an EU Member State?



- In the coming 5 years
- Between 5 and 15 years
- Don't know
- It will take more than 15 years, but it will happen
- The country will never become an EU Member State

In your opinion, what are the main obstacles currently preventing Montenegro from becoming a member of the EU?



INSTITUTIONAL TRUST AND NATIONAL CHALLENGES

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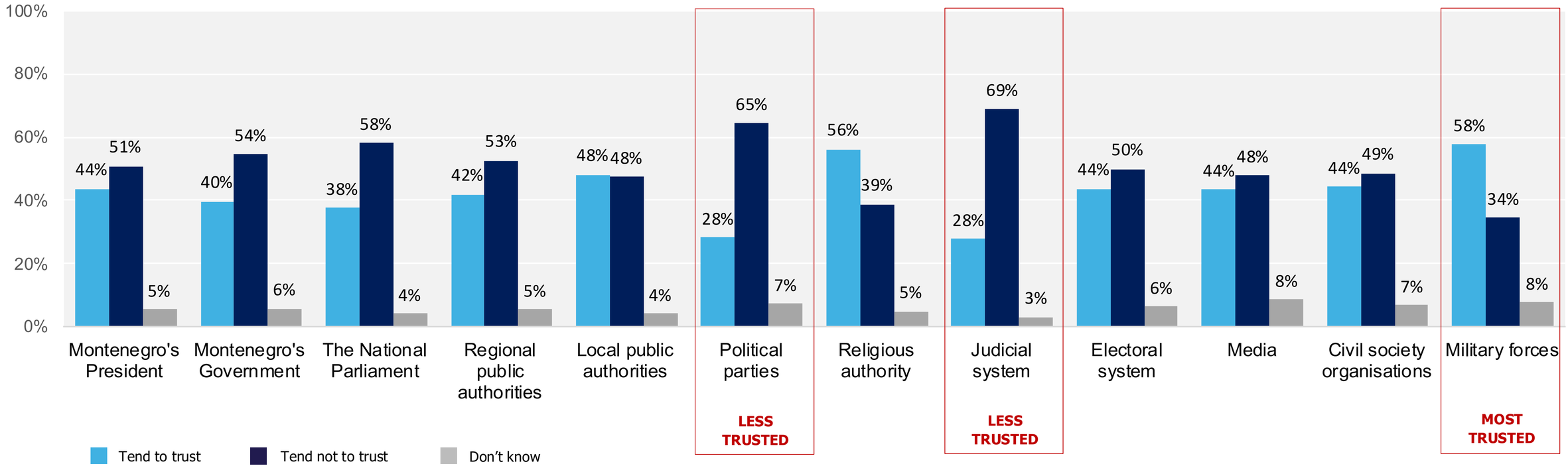
Trust levels across key institutions and systems

Please tell us which is your level of trust for following institutions, organisations and systems



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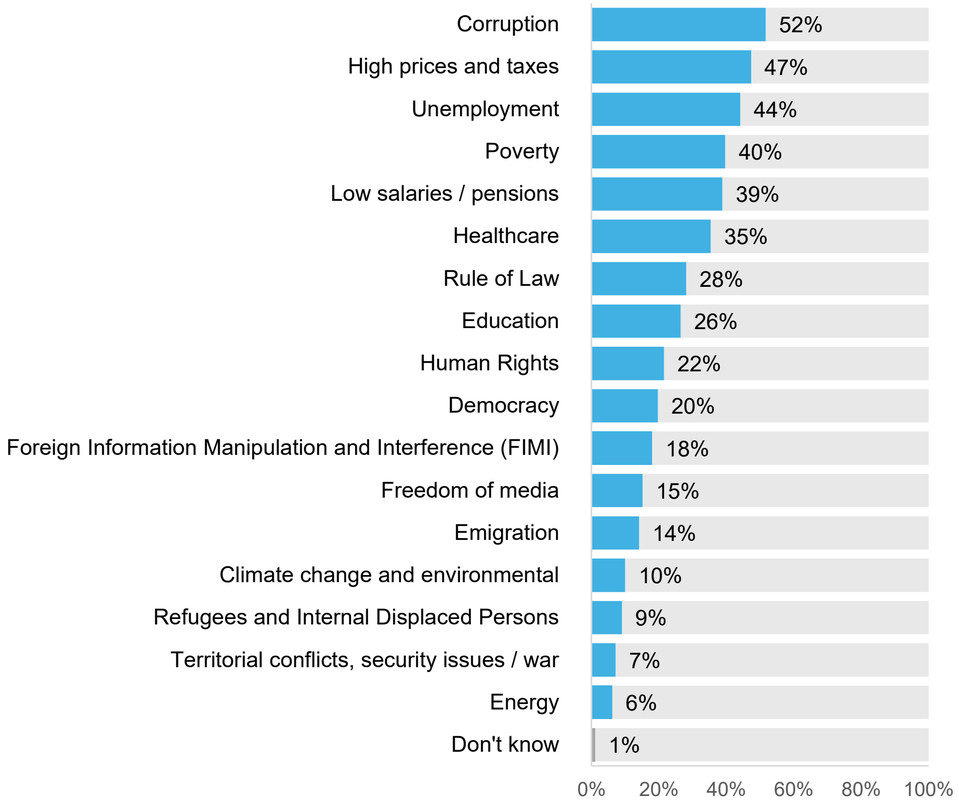
Most pressing problems in MONTENEGRO

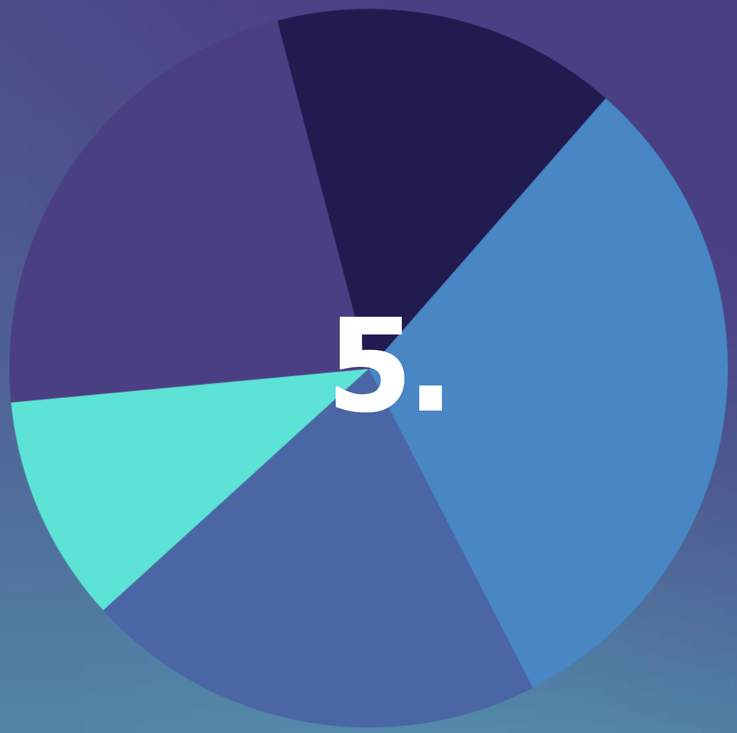
What do you consider to be the most pressing problems facing Montenegro?



Top 3 most pressing problems (respondents' first choice):

1. Corruption (20%)
2. High prices and taxes (21%)
3. Unemployment (9%)

Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.



SOURCES OF INFORMATION

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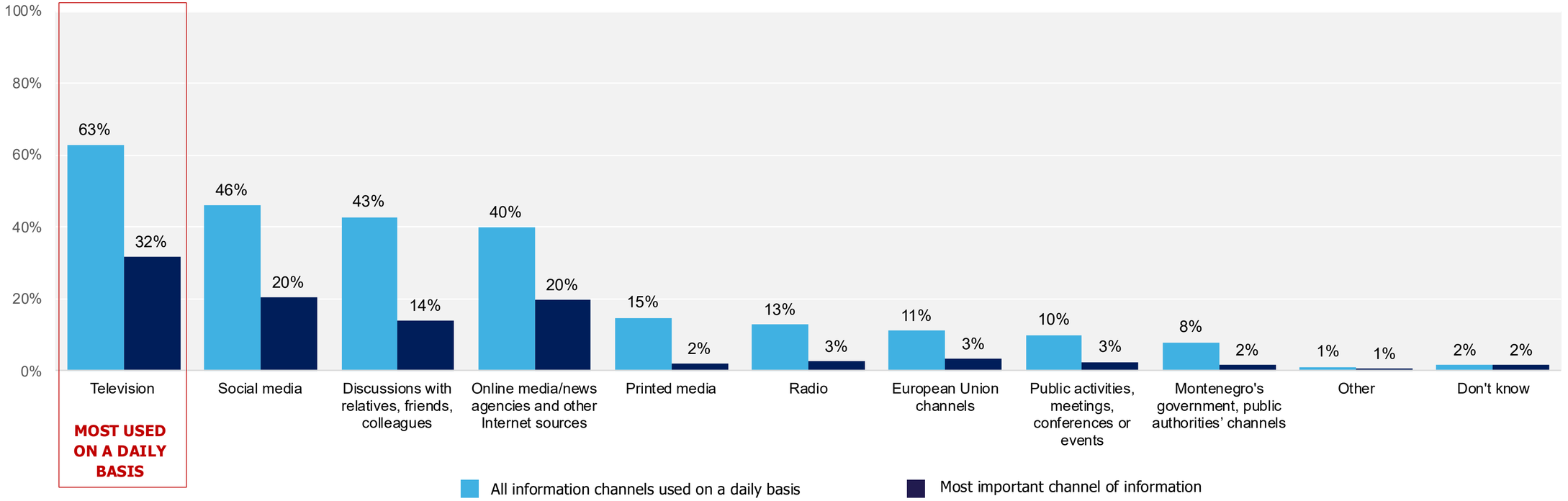
Main sources of news and information

Which of the following information channels do you use on a daily basis to inform yourself or to follow the news?



*Respondents could select multiple options. The **light** bar shows total mentions. The **dark** bar only the first choice.*

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